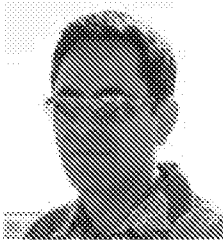


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Google Shifting Resources to YouTube Monetization

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Google is having quite a bit of trouble on the business side figuring out how to monetize YouTube and make it legit. Now it appears to be following up on the technology side, sending Shashi Seth, formerly product lead on search, to YouTube. His assignment? Monetization products.



A tipster calls Seth (pictured at left) "Google's best product manager." He confirms the switch via email: "Yes, I moved to YouTube on Feb 1st to head their monetization efforts. That's all I can tell you for now." Google CEO Eric Schmidt addressed video advertising at the company's most recent earnings call, saying the company was looking to get more creative than pre-rolls. The week before that, Chad Hurley made waves by saying YouTube hoped to figure out a way to pay its creators.